



ARTS COMMISSION

Penelope O'Neill, Chair
Tricia Capri
Marianne Hamilton
Valerie Hopkins
Mika Storz

Jade Bradbury, Vice-Chair
Mary Curtis
Jonathan Knowles
David Stonesifer

TOWN OF LOS GATOS ARTS COMMISSION

WEDNESDAY, JANUARY 9, 2008
PLEASE NOTE TIME CHANGE: 3 P.M.

208 East Main Street, Room 208
Neighborhood Center (Upstairs)
Los Gatos, California

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**
 - 1.1 Introductions
2. **APPROVAL OF NOVEMBER 14, 2007 MINUTES** (Attachment 1)
3. **COMMUNICATIONS**
 - 3.1 Verbal (Three minute time limit per speaker for subjects not agendized)
 - 3.2 Written – E-mail from Joanne Stypula Talesfore (Attachment 2)
4. **COMMITTEE REPORTS**
 - 4.1 Music in the Park: Consider MIP Committee Recommendation (Attachment 3)
Regarding July 4th Concerts and MIP Funding (Hopkins)
 - 4.2 Review Funding Schedule: (Bradbury)
 - 4.3 Art in the Council Chambers: Status Report (Hamilton)
 - 4.4 Steering Committee: No Report (O'Neill)
 - 4.5 Public Art: No report
5. **LIAISON REPORTS (Networking the Arts)**
(Three minute time limit per report)
6. **STAFF REPORTS:**
 - 6.1 Review Commissioner Handbook
7. **ADJOURNMENT**
Adjourn to February 13, 2008.

Attachments:

1. November 14, 2007 Minutes
2. E-mail from Joanne Stypula Talesfore
3. MIP Committee Recommendation

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend. The current Town Attendance Resolution states that any commissioner who is absent from four regular meetings held in a twelve month period, shall surrender his or her office on the Commission.

From: "Joanne Stypula Talesfore" <joannet@id-3d.com>
To: "'Penelope O'Neill'" <penelopeaoneill@earthlink.net>, "'Marianne Lucches...
Date: 11/27/2007 11:01 AM
Subject: Important read for the Arts

Dear Arts Commission Members,

I wanted to share a website for a report on the arts in Santa Clara County that I came across this morning in the SJ Merc News..

The report website was posted in an announcement about an arts forum that will be held at 5:30 pm, at the Los Altos Community Center this Wednesday with Bruce Davis, Exe Dir. Or the Arts Council Silicon Valley and Liz Kniss, Santa Clara County Supervisor. Anyone can attend the meeting. (Perhaps this could be a Field trip for interested Arts Commission members.)

You can take a look at the report on:
<http://artscouncil.org/advocacy/EconomicImpact.asp>.
Click on Reports and Research and go to Arts and Economic Prosperity.

The report contains information about Santa Clara County non-profit arts and cultural organizations and what they contribute in economic activity every year, "including \$80 million in wages."
The report gives evidence to the impact the arts can and do have on our regional community.
One can draw the conclusion from this report that sustaining the arts locally is important in maintaining the arts regionally. Los Gatos does a fine job of that.

Thank you for all your work in the arts in Los Gatos,
Sincerely,
Joanne



MEMORANDUM

COMMUNITY SERVICES DEPARTMENT



To: Arts Commission

From: Regina Falkner, Community Services Director

Subject: Consider MIP Committee Recommendations

Date: January 3, 2008

Recommendation:

That the Arts Commission consider the following recommendations from the Music in the Park (MIP) Committee (Attachment 1) for forwarding to Town Council:

1. that the Arts Commission no longer sponsor the two July 4th concerts (the afternoon Symphony performance and the evening dance celebration;) 2. and, that the Arts Commission request that the Town further underwrite concert operating costs.

Background:

At its August meeting, the Arts Commission discussed a request from the MIP Committee that the Commission no longer sponsor the July 4th Symphony and evening concerts as part of the MIP concert series. It also proposed that the Council be asked to increase its contribution to MIP to cover all production costs; this would be approximately \$12,000 annually. Agendizing the proposal was postponed until the MIP 2007 debrief was completed (debrief conducted October 10) and there was information regarding the impact of the draft Town Solicitation Policy on the MIP Program (Council direction provided at the October 1 Council meeting).

The MIP Committee reviewed a previous draft of this report at its November 14th meeting. At that meeting, the Committee revised its underwriting request to limit the subsidy to cover the cost of Town-related expenses.

Any Commission recommendations to adopt the changes will be forwarded to Council.

Discussion:

Fourth of July Concerts

The MIP Committee has indicated that it would like to disengage itself from sponsoring and assisting with the coordination of the two concerts held on July 4th. The stated reasons are the Commission's inability to change the performers, the lack of sponsor visibility at the event, the burden of obtaining concert sponsorships, and the increased workload for the Commission.

Performers

The San Jose Wind Symphony has performed at the MIP July 4th evening concert since the Commission began the tradition in 1996. There is a community interest in keeping with the tradition and little-to-no

desire to have a different musical selection at the event. The July 4th evening concert has always been a rock'n roll, dance band. There are likely opportunities for selecting a different band within this genre.

Sponsor Visibility

Since its inception, the July 4th Symphony concert has been funded with sponsorships solicited by the Arts Commission. Fourth of July sponsors generally choose not to set-up a booth because presence at the event is not a priority for them.

Impact on Arts Commissioners

Attendance at the afternoon concert can easily be limited to the Commissioners involved in coordinating the event, as it was the first several years. It is not necessary for the entire Commission to attend. Although the Commission has sponsored the evening concert 3 of the last 4 years, it has never set-up a booth at that concert. Because information about activities is provided to the community in advance of the event, and throughout the day, an Arts Commission booth is not necessary. The events have no real increased impact on the Commission other than what they assumed through initiating the event in 1996.

Additional Information

The first July 4th Symphony Concert was initiated by the Arts Commission in 1995 and the first Symphony Concert was held in 1996. Since that time, the Commission has taken a lead role coordinating a committee of community group representatives who annually participate in the program. These include the Los Gatos High School Booster Club and the San Jose Symphony. Coordinating the July 4th concert has been in the Commission's Master Plan since the late 1990's. In 2001, the Town expanded its July 4th celebration to include additional entertainment, games, barbeques and an evening dance concert.

Former Arts Commissioner Elke Grove was the key event coordinator from 1998 to 2005. During her last year as Arts Commissioner, Ms Grove invited other Commissioners to participate in the event planning and implementation in order to allow the event to proceed smoothly the following year. In 2006, Commissioners Hamilton and Hopkins co-chaired the event, with assistance from former Commissioner Groves. Staff took a larger role in the planning in order to support the commissioners.

The July 4th Symphony concert has been underwritten by sponsors solicited by the Arts Commission since its 1996 inception. Sponsors of this event have generally chosen to forgo the opportunity to set-up a booth at the event. The Arts Commission sponsored the evening concerts in years 2004, 2005, and 2007.

After the 2006 concert, there was some discussion about the Commission's continued role in the July 4th Symphony concert. There was considerable concern about the Symphony's increased fees and the potential for annual fee increases. It was agreed that the afternoon and evening concerts would continue to be part of the MIP series, but that its contribution to the concerts would be limited to \$5,000 with the Town covering the remainder. This was the average AC contribution to the two concerts over the past few years.

The current MIP schedule includes \$5,000 for the Symphony concert; it is assumed that this is to also cover the evening concert. Regardless, listing the concerts in the MIP marketing materials allows the Town to leverage marketing opportunities.

MIP Funding

The MIP Committee has requested that the Town pay for PPW fees and all licensing fees. This totals approximately \$4,000.

MIP Budget Summary

Attached is a summary of revenues and expenses from 2002 to 2007. Despite a significant increase in costs (from approx. \$30,000 in 2002 to \$42,000 in 2007) the Commission has been able to bring in revenues in excess of expenditures in each year except 2004. The net revenues for the last two years combined was approximately \$21,000. The current project balance is approximately \$28,000.

Town Contribution to MIP

The Town contributes significantly to the event through the allocation of Town staff resources. Based on data collected in past years, the Town commits staff to the project at a value of approximately \$12,000/year.

Options

Options to asking the Town for further underwriting would be to increase the revenues and/or decrease the expenses. As stated above, there has been a 40% increase in the expenses over a six year period—primarily in the cost of bands and sound.

Conclusion:

Recommendations from the Arts Commission will be forwarded to Council for its consideration.

Attachment

1: Memo from MIP Committee

July 4th Request

The Arts Commission is requesting that the Town include the costs of the July 4th afternoon and evening concerts in their budget. It would relieve the MIP committee of the financial burden of having to raise an additional \$5,000 (which amounts to four full sponsorships), plus attending extra meetings and staffing the booth at the concert. The MIP committee puts in a tremendous number of hours producing Music in the Park, which includes ten Sundays and many other hours throughout the week throughout (comprising most of the entire summer).

While the 4th of July celebration is a wonderful event for the Town, it has changed with the addition of the other activities of the day. The sponsors no longer find it appealing; instead they prefer the interaction and visibility of the Sunday MIP concerts. It should also be noted that the MIP committee has no input or relationship to the Wind Symphony. The only job the committee has is to hand the flag off to the Boy Scout troop, and hand out programs. This could easily be handled by any of the other commissions and would offer a way to get them involved.

MIP Request

The MIP committee is requesting that the Town pay for the Parks & Public Works fees and all licensing fees required by the Town and performance rights organizations (ASCAP, SESAC, BMI & weekly license fees). It should be noted that these fees cover all performances of any nature for the entire year in Los Gatos (MIP, Jazz on the Plazz, etc.).

The total amount is approximately \$4,000 per year. Paying would relieve some of the pressure on the MIP committee to solicit more sponsorships to reimburse the Town. We are aware that the other towns in our area pay for their concerts, production costs and license fees out of their General Funds.

We hope that Council will consider our requests, and that together we can work towards an outcome that will be mutually satisfactory to all parties.

Sincerely,
The Los Gatos Arts Commission

Community Svcs Dept
Received
NOV 14 2007
CSD